

Electronic Submission:	Advertising Rates							Effective January, 1 2007
<p>The SGN uses Adobe InDesign for design and layout. If you are emailing an ad or submitting it on disk please save it (the correct size) as a pdf file. This will ensure the ad is received correctly. For ads requiring color separations, the client must print them out with a color composite or a pdf file. The SGN will not be responsible for printing out 4-color separations.</p>	Ad Description	Ad Size	(wxh)	1x	4x(ea.)	8x(ea.)	26x(ea.)	52x(ea.)
	Full Page		10" x 16"	\$1010	\$940	\$860	\$770	\$690
	3/4 Page	(3 col.)	77/16" x 16"	\$770	\$730	\$670	\$580	\$520
		(4 col.)	10 x 113/4"					
	1/2 Page	(2 col.)	47/8" x 16"	\$550	\$500	\$465	\$410	\$370
		(3 col.)	77/16" x 101/2"					
		(4 col.)	10" x 73/4"					
	3/8 Page	(3 col.)	77/16" x 73/4"	\$500	\$450	\$420	\$345	\$300
	1/3 Page	(2 col.)	47/8" x 10"	\$385	\$345	\$320	\$275	\$250
		(4 col.)	10" x 51/2"					
	1/4 Page	(1 col.)	25/16" x 16"	\$300	\$275	\$250	\$230	\$210
		(2 col.)	47/8" x 73/4"					
		(3 col.)	77/16" x 51/4"					
		(4 col.)	10" x 33/4"					
	1/6 Page	(2 col.)	47/8 x 51/4"	\$230	\$200	\$180	\$165	\$145
1/8 Page	(1 col.)	25/16" x 73/4"	\$180	\$155	\$140	\$115	\$105	
	(2 col.)	47/8" x 33/4"						
	(3 col.)	77/16" x 21/2"						
1/16 Page	(1 col.)	25/16" x 4"	\$95	\$85	\$80	\$70	\$60	
	(2 col.)	47/8" x 2"						
2" Block		25/16" x 2"	\$50	\$45	\$40	\$35	\$30	
Service Directory		31/4" x 13/4"	\$75	\$70	\$55	\$50	\$40	
Business Card								
Rates per column-inch			\$40	\$35	\$30	\$25	\$20	

Typesetting...\$75 per hour (\$25 min.)
 Layout.....\$75
 Inserts.....\$85/1000 (3,000 min.)
 Color.....\$195 (per color)

Frequency discounts apply to ads placed within a 1 year term

Ask about our online version rates!

Classified Display Rates (Available in classified section only.)						
Ad Description	Ad Size(wxh)	1x(ea.)	3x(ea.)	8x(ea.)	26x(ea.)	52x(ea.)
Classified	11/2" x 3"	\$75	\$70	\$55	\$50	\$40
Business Card	31/4" x 13/4"	\$75	\$70	\$55	\$50	\$40
1/8 Page	47/8" x 33/4"	\$180	\$155	\$140	\$115	\$105

- The contract ad rate will be adjusted to the appropriate frequency discount to reflect the patron's cancellation or extension of the contract.
- Rates are based on camera ready copy. Production costs will be charged if not camera ready
- Rates for photostats, typesetting, artwork, layout, etc. can vary according to size and needs.
- We reserve the right to edit or reject any advertising that is deemed inappropriate. Advertisers will be held responsible for any legal action taken against the content of their ads.
- NO REFUNDS - Credit given
- The SGN is published every Friday by JT&A. Inc., but will not be held liable in cases of late publication.
- Any discounts given only apply when account is paid within thirty (30) days of invoice.
- PAYMENT: All new accounts must prepay the contract, including production charges (unless otherwise arranged).
- NON PROFIT - Ask about our non-profit rates.

Weekly Ad and Copy Deadlines:

- For reserving space: 5pm on Monday of publication week.
- For ad copy: 5pm on Tuesday of publication week for non-camera ready; 5pm. Wednesday for camera ready.
- For ad withdrawal: 5pm on Tuesday of publication week.

Seattle Gay News

Serving Seattle's GLBTQ community for over 34 years

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A 15% surcharge will be added for specific placement.

All rates net to the SGN.